

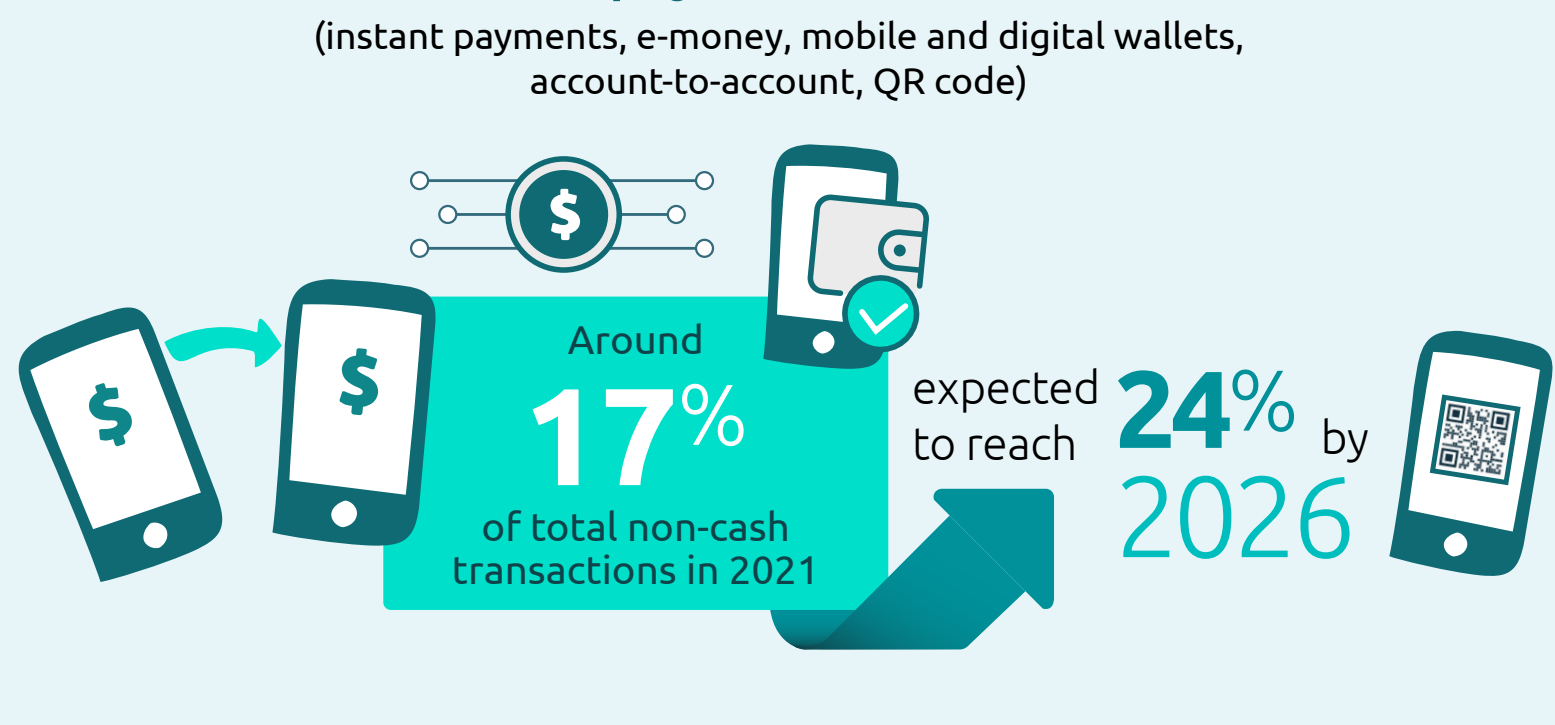
# WINNING WITH SMBs

OPTIMIZING TECHNOLOGY AND DATA TO DRIVE DEEP ENGAGEMENT

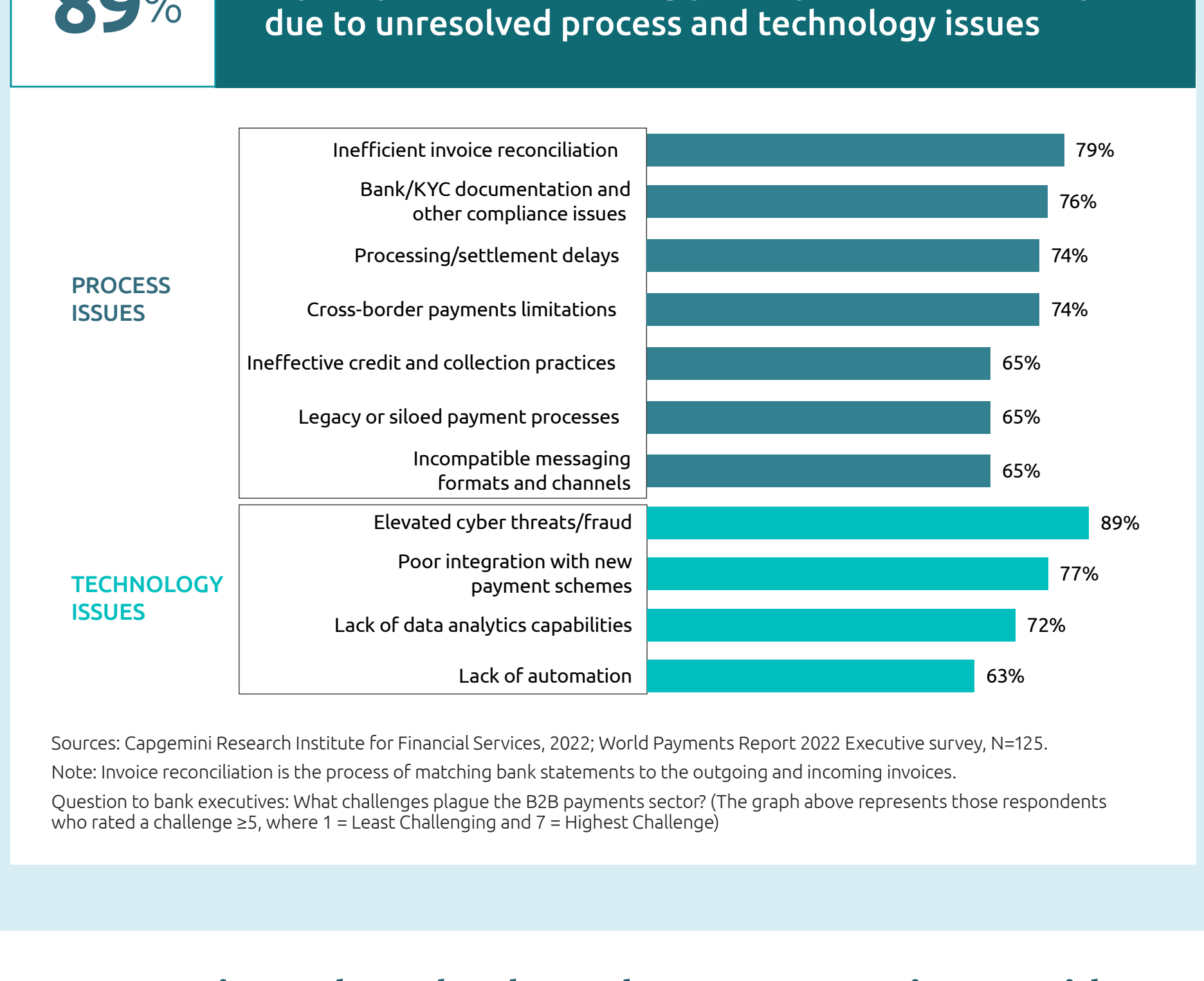


## Global non-cash transaction volumes projected to grow, fuelled by a mature digital infrastructure

New payments methods lead the charge



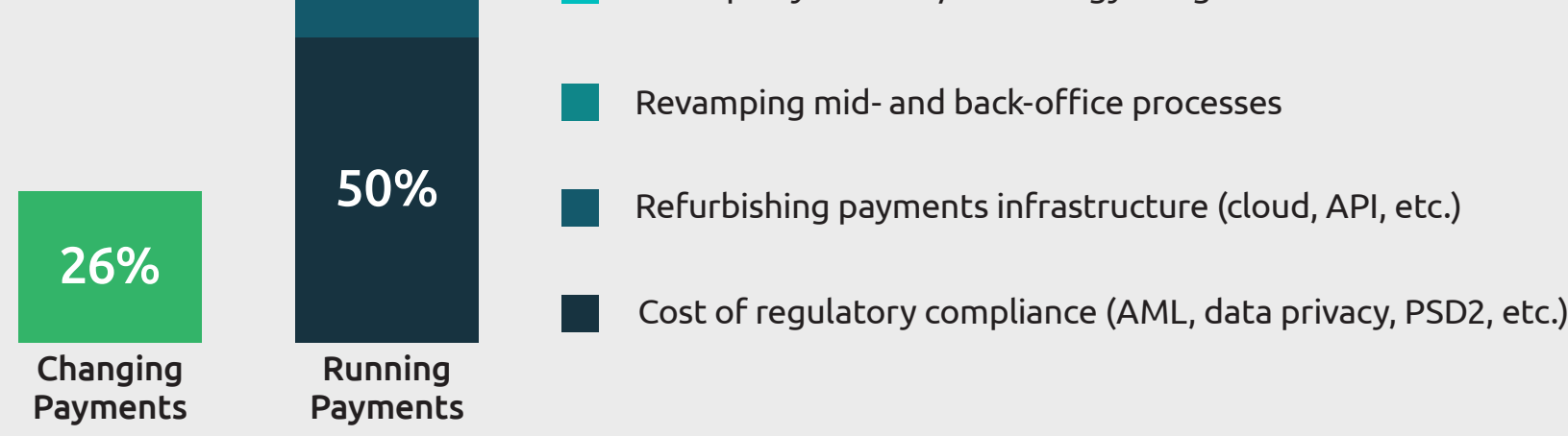
While small and medium businesses (SMBs) are the backbone of the economy, traditional payments providers are struggling to meet their expectations



## How can incumbent banks and payment service providers compete with new FinTech/BigTech players?

### 1. Innovate to win SMB engagement and revenue growth

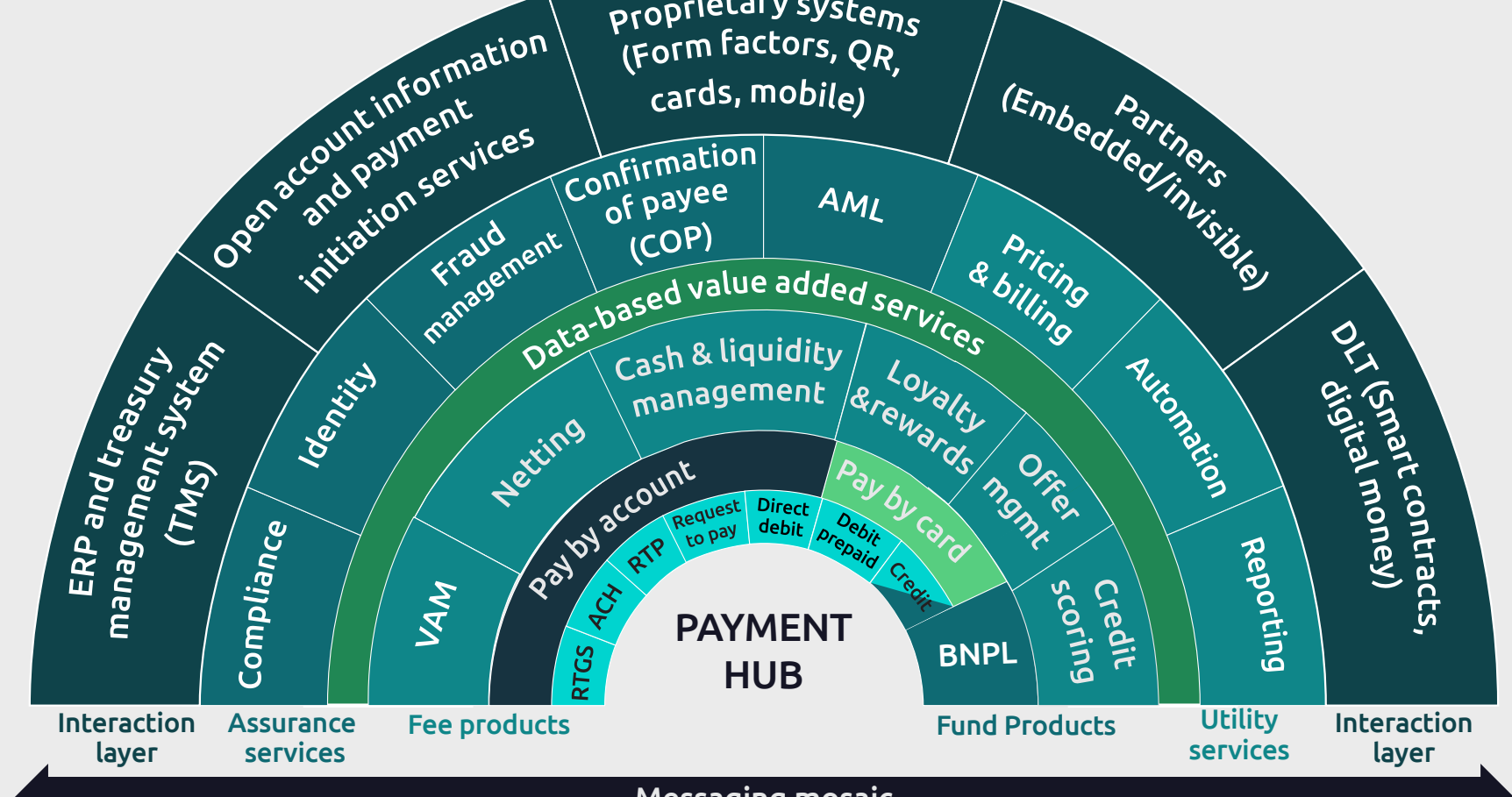
Legacy technology maintenance is stifling innovation potential



Only **26%** of the payment executives ranked innovation IT spending as their top priority

Sources: Capgemini Research Institute for Financial Services, 2022; World Payments Report 2022 Executive survey, N=125.  
Note: The total may not add up to 100% due to rounding.  
Question to bank and payments executives: Where have you spent most of your 2021–22 technology budget? (The graph above represents executives who ranked IT spending categories as their top priority, within a scale where 1 = Highest spent area and 4 = Least spent area)

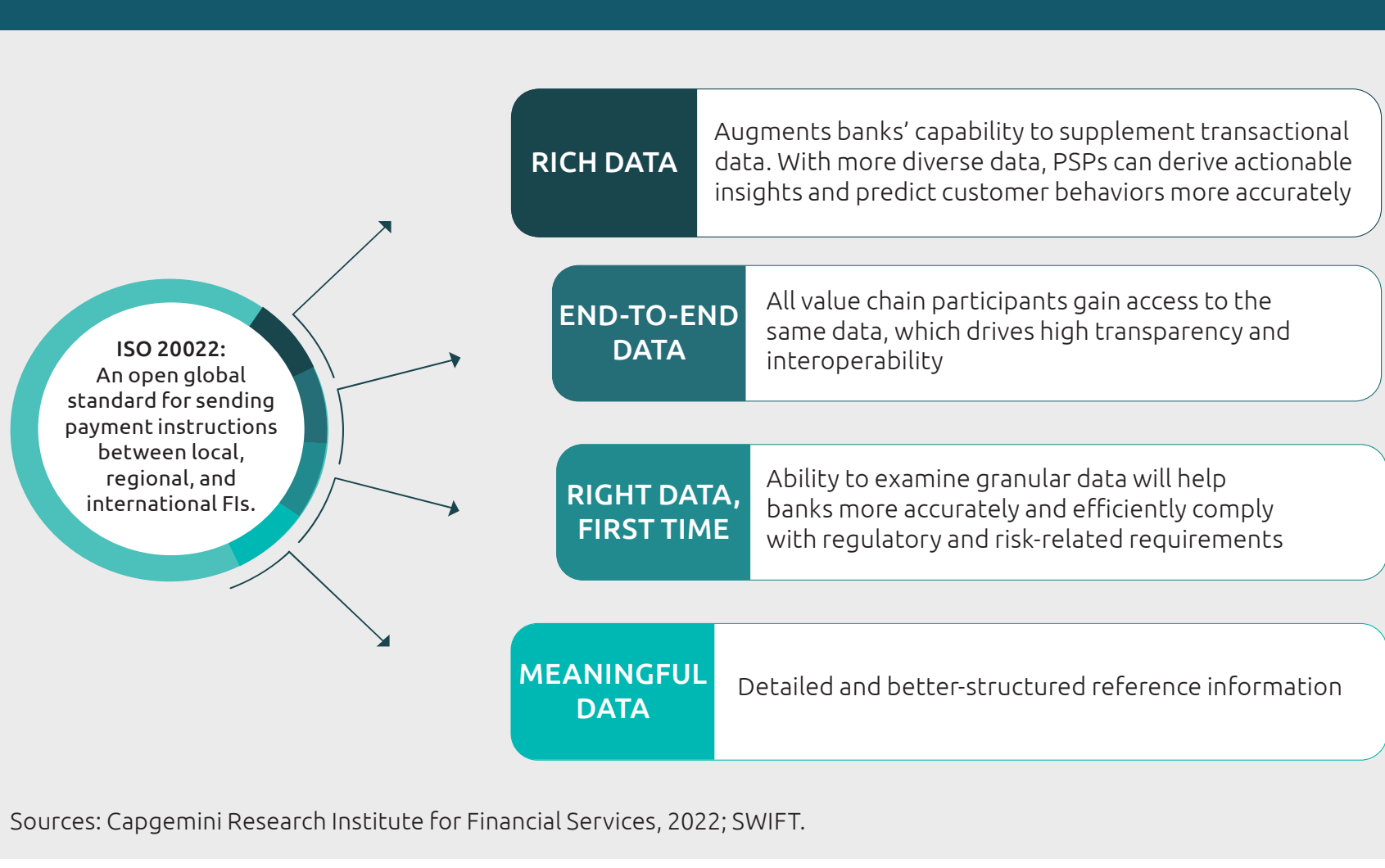
### 2. Rethink platform strategy: embrace composability to configure services, capabilities, and features on the go



Sources: Capgemini Research Institute for Financial Services, 2022.  
Note: VAM is virtual account management

Only **4%** of surveyed payments executives said their firm has or is exploring fluid platform architecture

### 3. Adopt ISO 20022 for data harmonization



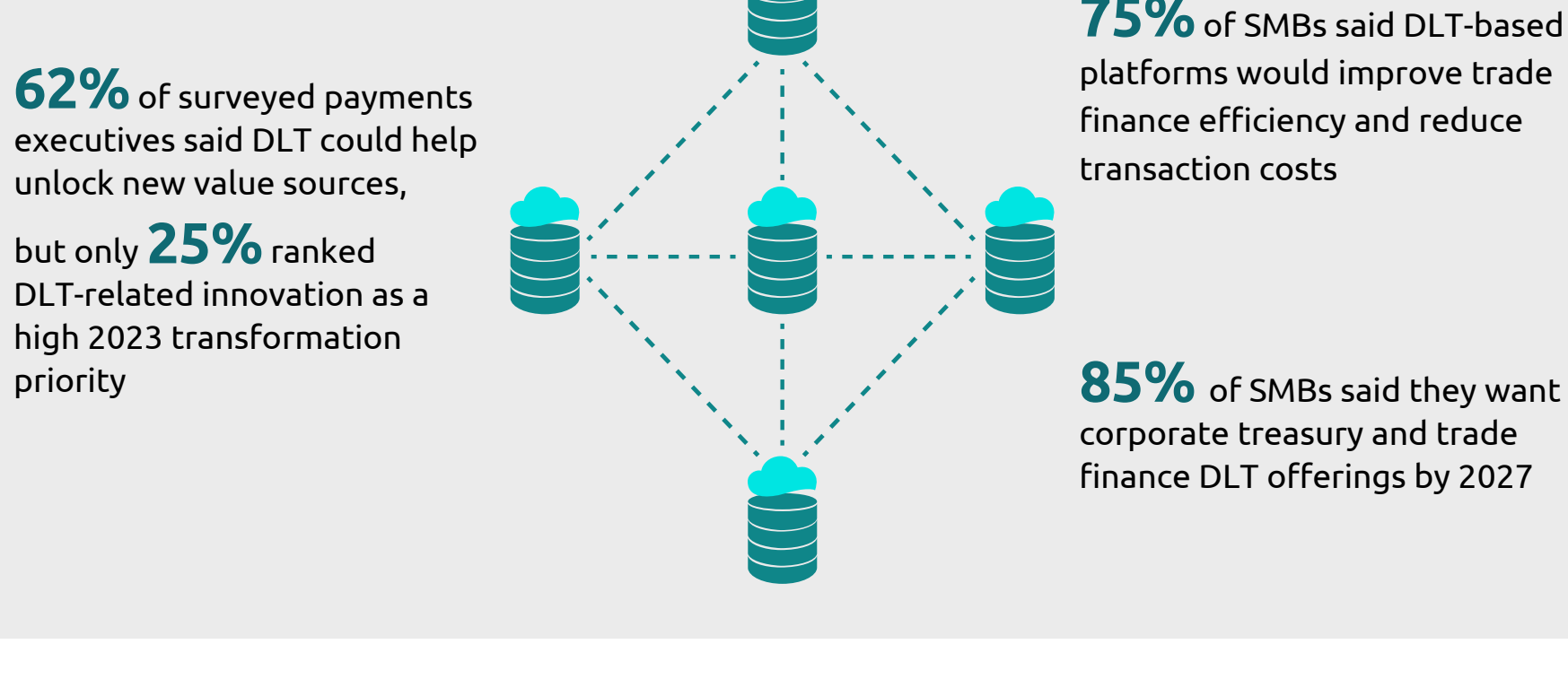
**70%** of banking executives believe their available data is unreliable and difficult to process for insights

Over **60%** said they lack the right tools and ability to manage unstructured data

ISO 20022 use will represent about **79%** of total high-value-payment market volume by 2025

**Composable platform + harmonized data = elevated SMB customer journeys**

### 4. Explore new payment possibilities through Distributed Ledger Technology solutions



Banks and payment service providers can win with SMBs by...



Download the full report at [www.worldpaymentsreport.com](http://www.worldpaymentsreport.com)